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Cap 2

CONSUMER TIME

THE NEW FLOUR

NETWORK: NBC

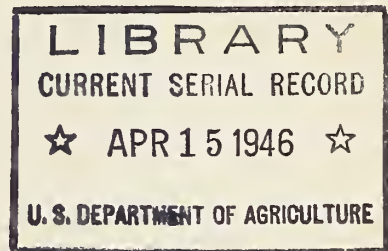
DATE: April 6, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM - EST

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1. SOUND: CASH REGISTER...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture!
5. JOHN: A Saturday in April, Mrs. Freyman! And I understand that today we're going to talk about flowers!
6. FREYMAN: Not flowers, Johnny...flours!
7. JOHN: That's what I said!
8. FREYMAN: No you didn't.
9. JOHN: Yes I did...Flowers!
10. FREYMAN: You're talking about posies. I mean something that comes in a sack...something you make cakes out of; it used to be pure snowy white, but during this famine emergency, it has more of the grain wheat ground up in it. We're going to talk about the difference between the new kind and the old kind.
11. JOHN: Oh...you mean flours!
12. FREYMAN: Exactly!
13. JOHN: (ASIDE) You should have said so...

14. FREYMAN: And we're going to tell about the recent tests made by home economists...to see whether there's actually any difference in how you use the new flour.
15. JOHN: And is there?
16. FREYMAN: Wait for our story Johnny, Now, one other thing...
17. JOHN: What's that, Mrs. Freyman?
18. FREYMAN: We have a very special guest today...probably known to most of our listeners...the famous San Francisco Chef, George Mardikian, of the world-renowned Omar Khayyam restaurant in San Francisco.
19. JOHN: He was with us on a broadcast last year, wasn't he, Mrs. Freyman?
20. FREYMAN: He certainly was. And he told us some of his interesting Armenian recipes that are so good for conserving food.
21. JOHN: And what's he going to tell us today?
22. FREYMAN: Today...he has some very important things to say...about saving food...and he's a real authority on the subject. He will talk from New York...later in the program.
23. JOHN: But right now...
24. FREYMAN: About the new flour.
25. JOHN: It's in the grocery stores now, isn't it?
26. FREYMAN: Yes, in many of them...and in a little while after old stocks are used up...there won't be any other kind available... but this new flour which has more of the wheat grain ground up in it.
27. JOHN: And of course as we know...there's more wheat ground up in it, to make bread go farther...so there'll be more wheat grain left to go overseas.
28. FREYMAN: Just by way of summing it up....

29. JOHN: Yes...and now, Mrs. Freyman...tell me...just what have the scientists...the nutrition experts...found out about cooking with the new flour? Are housewives going to have to give up baking altogether as a bad job?
30. FREYMAN: (LAUGH) Not at all, Johnny. The Bureau of Human Nutrition and Home Economics...got busy in their laboratory kitchens...and baked all kinds of things with this flour. And they have just released the results of their tests...they say:
31. WOMAN: The new 80 percent extraction flour should offer no problem in backing!
32. WOMAN TWO: If you've been making good biscuits with the flour which has been on the market...you can continue to use your same recipes and methods with the new.
33. WOMAN: We've baked biscuits and muffins and plain cakes...and the results are generally good.
34. WOMAN TWO: But here's a word of advice to the housewife who's starting out with her first batch of new flour:
35. WOMAN: Follow your own recipe as usual, unless there are directions on the package on how to use that particular flour.
36. WOMAN TWO: Because, naturally, all the makes of flour aren't exactly the same.
37. WOMAN: Then, second...if the dough or batter you make seems a little soft, try using a little less liquid, and a little more flour in the mixture.
38. WOMAN TWO: These are minor adjustments that some of the new flour may need ...if your baking doesn't quite come up to your usual standards.
39. WOMAN: But that's really all there is to it!
40. WOMAN TWO: And you can see...it isn't going to be much of a sacrifice for housewives, to use this new famine emergency flour!

41. FREYMAN: And that, Johnny...is what nutritionists...who have just completed tests on this flour...have to say about how it's going to work out.
42. JOHN: And I'd say it sounds like a breeze, Mrs. Freyman.
43. FREYMAN: It certainly does.
44. JOHN: Now, while we're on the subject...and a mighty important subject it is right now... What do these nutrition experts say about the new bread...and how to save it?
45. FREYMAN: Well, here's what they say on that...
46. WOMAN: The new bread...is fully enriched with vitamins and iron, and is just as nourishing as the old.
47. WOMAN TWO: Perhaps a little more so...since it contains more of the wheat grain...
48. WOMAN: And as you have no doubt already found out...it's hard to tell the difference...in the whiteness and texture and taste, between the new and the regular bread.
49. JOHN: So...that's what the nutritionists say...
50. FREYMAN: Oh, but Johnny...they've got plenty more than that to tell us about. Now...for instance...there's the little matter of how to conserve bread, at home.
51. JOHN: Yes, I hear about that all the time.
52. FREYMAN: I know...but the home economists have the whole thing worked out very expertly. Would you like to hear a couple of their suggestions?
53. JOHN: All right, Mrs. Freyman.
54. FREYMAN: Well, they remark, first of all:
55. WOMAN ONE: Statistics say...
That every day...
A slice of bread is thrown away...

56. WOMAN TWO: (A slice of bread, that is.)
For every loaf.
57. WOMAN ONE: For every loaf in the USA, one piece of bread is thrown away..
Instead...why not feed it?
To the folks who need it?
58. WOMAN TWO: (A million people could live 6 months on the bread we toss out
daily...
In the garbage pail-y)
59. WOMAN ONE: So...let's save bread!
60. WOMAN TWO: And here's how...
61. WOMAN: Bread keeps very fresh and nice,
On ice.
Unlike bananas...you can keep it...in the refrigerator!
But wrap it up in paper.
62. WOMAN TWO: And when you're serving bread at home...
No matter how the family squeal...
Give 'em just one slice apiece...
63. WOMAN: And don't forget the heel!
64. WOMAN TWO: (The heel. That's the end piece of the loaf of bread. Try
to think up ways to make this crusty heel the most inviting
part!)
65. WOMAN: And wait a minute, chums!
What about the crumbs!
66. WOMAN TWO: Crumbs are good for frying foods, and covering baked dishes...
and stuffing vegetables or meat, and cooking little fishes...
67. WOMAN: Now if your bread gets dry and tough...
Remember that it's good enough...
68. WOMAN TWO: For toast!
French toast, and Melba toast, and toast with cheese...

69. WOMAN: And cinnamon toast, and hot milk toast...fix it as you please.

70. WOMAN TWO: But...

71. TOGETHER: Toast it!

72. WOMAN TWO: (And don't let it burn).

73. WOMAN: Now one last word about the topic of the hour: Flour.

74. WOMAN TWO: Don't hoard it; buy it as you need it.

Store it where it's cool. Don't feed it...

To those little deevils...

The weevils.

75. WOMAN: And that, Mrs. Freyman and Johnny...is what we say...about conserving bread and flour!

76. JOHN: Well...we thank you so much, for that very official advice.

ENGINEER: WATCH SWITCH COMING UP: 12:22 PM - EST...CUE IS UNDERLINED

77. FREYMAN: And now, Johnny...that we've heard the results of recent tests on the new flour...and that we've been reminded about saving bread...comes time for our guest today...Mr. George Mardikian, the famous San Francisco Chef. He's going to tell us a little about some of his exotic Armenian recipes...and some ways to make the best use of our foods which are abundant right now. CONSUMER TIME takes you to George Mardikian in New York!

GEORGE MARDIKIAN'S PORTION WAS AD LIB.

MARDIKIAN TALKS UNTIL 12:28 PM - EST

SWITCH TO WASHINGTON ON CUE:

And now...back to CONSUMER TIME...in Washington, D. C.

JOHN: Thanks very much, George Mardikian...for your important suggestions...about saving food.

FREYMAN: Yes, Johnny...the famous San Francisco chef...certainly talks right from his heart...when he reminds us how important it is to make more food available for hungry people everywhere.

JOHN: And he makes things sound so good, too. I could go for that _____ he talked about. And _____ is plentiful, too.

FREYMAN: It certainly is.

JOHN: And now, Mrs. Freyman...about next week's CONSUMER TIME broadcast...

FREYMAN: Well you know, Johnny...again this year, farmers in most parts of the country, are very badly in need of help...they need help with planting...and they'll need it with the harvest. And that means that again, as in wartime, men, women, and children will be asked to come out from towns and cities...to help produce America's food.

JOHN: And that's what we're going to tell about. How...when...and why to enroll...in the country's victory farm volunteers...again this summer.

FREYMAN: So be sure to be with us then...for another edition of...

SOUND: CASH REGISTER

JOHN: CONSUMER TIME!

SOUND: CASH REGISTER...CLOSE DRAWER

ANNCR:

CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It came to you today from Washington and New York.

This is the National Broadcasting Company.